

10 SNAP Program Outreach Ideas for Retailers

(Supplemental Nutrition Assistance Program)



Help break the cycle of hunger and poverty in your community by sharing information about SNAP

SNAP allows families to purchase nutritious food, like whole grains, dairy products, and fresh fruits and vegetables, right where they live, work, and play.

In 2009, nearly \$50 billion in SNAP benefits were redeemed at almost 200,000 locations; generating approximately \$92 billion in total economic activity nationwide.

Boost SNAP participation by conducting any of the following outreach activities:

1. Display SNAP information in your store(s) in the languages spoken in your community. Free materials can be ordered at: <http://snap.ntis.gov/> and <http://www.fns.usda.gov/snap/outreach/translations.htm>.
2. Broadcast SNAP public service announcements over your store's broadcast system or on TV monitors. Samples can be found at <http://www.fns.usda.gov/snap/outreach/psas.htm>.
3. Print the national (800-221-5689) or local SNAP toll free number on grocery bags, receipts, weekly circulars, bulletins, and newsletters.
4. Partner with EBT processors to add recorded messages to help-desk numbers promoting the nutrition benefits of SNAP and encouraging clients to "tell a friend" about the Program.
5. Invite anti-hunger organizations, such as food banks and community- or faith-based groups, to staff an information table, distribute materials, and provide application assistance. Invite the local media.
6. Host a "health fair" where partner organizations can conduct SNAP application assistance and a variety of free health screenings--such as blood pressure testing. Invite the local media.
7. Host a cooking demonstration; and as a visual, use a grocery cart filled with all the food the average SNAP household benefit can buy (\$275 in 2009). Give out recipe cards found at: <http://recipefinder.nal.usda.gov/> that contain nutrition information and the national (800-221-5689) or local SNAP toll free number. Invite the local media.
8. Team up with an immigrant service delivery organization and SNAP outreach staff in your community to host a workshop clarifying the eligibility questions of families with mixed immigrant status.
9. Expand the outreach efforts of local anti-hunger groups through cash grants. Many of these organizations are eligible for federal reimbursement of some of their SNAP outreach expenses.
10. Explore funding an outstationed eligibility worker who can visit your store and conduct SNAP prescreening and eligibility determination.